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## **Methodist Modern Art Collection – writing an exhibition press release**

The Methodist Modern Art Collection offers many opportunities for outreach. On the MMAC website [www.methodist.org.uk/artcollection](http://www.methodist.org.uk/artcollection) (under About / Borrowing the collection) you will find a template press release to help you achieve media coverage of the arrival and opening of the Methodist Modern Art Collection in your church or community.

The template can be used “as is” or may be altered depending on your plans and needs. The ‘quotations’ from minister and expert in the template are for your guidance. You will obviously need to obtain quotations relevant to your own exhibition. If the press release is intended for media beyond ‘church press’ you will probably want a different slant, especially in the title and opening lines.

Ideas for media coverage can include a formal “opening” of the exhibition where you invite the local press and dignitaries, or using the exhibition to involve local schools and groups. *If you are involving children in photographs or media activities you will need to check with the school or with the parents concerned for permission.*

If the exhibition has already been installed, then any images of the artworks you might use (see Notes for editors section of the template) should be replaced by suitable photographs taken locally. Ideally these will show some of the exhibits with a minister, or other relevant person. This will provide the most effective picture for the local press. If you *do* use a photograph of an artwork, please choose an image from the



Collection's online gallery – see [www.methodist.org.uk/artcollection](http://www.methodist.org.uk/artcollection) and go to the Index of Works. There are over 40 to choose from, and the Using Images section will guide you on how to reproduce and credit them. (NB one of those shown in the gallery is best avoided because copyright for that work is held elsewhere.) A higher resolution of the images is available if necessary.

Consider contacting your local newspapers, BBC local radio faith programmes and local TV news programmes along with listings and art magazines, websites and social media pages in your area.

If you require any further information, hints on interviews or a list of suitable local media in your area, then do please get in touch and we will be delighted to help.

Yours,

Michael Ivatt

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